



KSHB-TV

ORDER

Print Date 08/03/12 Page 1 of 3

Flight Dates **07/31/12-08/07/12**

Contract / Revision **304165 /** **John Brunner for Senate**

Original Date / Revision 08/03/12 08/03/12 Agency Com 15%

Billing Contact

Advertiser **Brunner / Republican / Sena**
201 N Union Street - Suite 200
Alexandria, VA 22314

Agency **SRCP Media**

Buying Contact

201 N Union Street - Suite 200
Alexandria, VA 22314

Product

Agency Com 15%

Billing Contact

201 N Union Street - Suite 200
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # **159-Brunner week 7-31**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 32% Market Value 190390

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	68%	129465
WDAF	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	57	\$51,786.25	\$60,925.00	132.40	07/30/12	08/07/12	57	\$51,786.25	\$60,925.00
Totals	57	\$51,786.25	\$60,925.00	132.40					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KSHB	07/31/12	08/06/12	OLY M-F 6a-9a Olympic Weekday Morning	CM	6a-9a	MTWTF--	:30	4	\$325.00	P-3	2.00 NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	- TWTF--		4			\$325.00		2.00			
	Week:	08/06/12	08/12/12	M-----		1			\$325.00		2.00			
2	KSHB	07/31/12	08/06/12	Oly Daytime Oly Daytime M-F	CM	Oly M-F Daytime	MTWTF--	:30	4	\$250.00	P-2	2.50 NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	- TWTF--		4			\$250.00		2.50			
	Week:	08/06/12	08/12/12	M-----		2			\$250.00		2.50			
E 3	KSHB	07/31/12	08/06/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF--	:30	1	\$75.00	P-3	2.60 NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **304165** Flight Dates **07/31/12-08/07/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 08/03/12

Order Sep 00:30:00

Advertiser **Brunner / Republican / Sen** Product **John Brunner for Senate** Estimate # **159-Brunner week 7-31**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	KSHB	07/31/12	08/06/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF--	:30	1	\$75.00	P-3	2.60	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	- TWTF--		1				\$75.00		2.60			
Week:		08/06/12	08/12/12	M-----		1				\$75.00		2.60			
E 4	KSHB	07/31/12	08/06/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	1	\$75.00	P-3	2.40	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	- TWTF--		1				\$75.00		2.40			
Week:		08/06/12	08/12/12	M-----		1				\$75.00		2.40			
E 5	KSHB	07/31/12	08/06/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	2	\$325.00	P-2	3.90	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	- TWTF--		2				\$325.00		3.90			
Week:		08/06/12	08/12/12	M-----		1				\$325.00		3.90			
E 6	KSHB	07/31/12	08/06/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	4	\$525.00	P-2	5.40	NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	- TWTF--		4				\$525.00		5.40			
Week:		08/06/12	08/12/12	M-----		1				\$525.00		5.40			
E 7	KSHB	07/31/12	08/06/12	Oly Zone Oly Zone	CM	630-7pm	MTWTF--	:30	2	\$450.00	P-3	4.50	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	- TWTF--		2				\$450.00		4.50			
Week:		08/06/12	08/12/12	M-----		1				\$450.00		4.50			
8	KSHB	07/31/12	08/05/12	Oly Prime M-Su Olympic Prime	CM	Various	- TWTF--	:30	1	\$2,450.00	P-3	17.60	NM	1	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	- TWTF--		1				\$2,450.00		17.60			
9	KSHB	07/31/12	08/06/12	M-Su Late News OLY M-Su Late News	CM	11-11:30p	MTWTFSS	:30	2	\$1,100.00	P-2	9.20	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	- TWTFSS		2				\$1,100.00		9.20			
Week:		08/06/12	08/12/12	M-----		1				\$1,100.00		9.20			
10	KSHB	08/04/12	08/05/12	Oly Sa-Su Wknd DY Olympic Wknd Daytime	CM	9a-5p (9:00 AM-5:00 PM)	-----22	:30	4	\$1,100.00	P-1	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----22		4				\$1,100.00		0.00			
N 11	KSHB	08/06/12	08/06/12	M-F 4-430p Jeopardy	CM	4-430p	M-----	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----		1				\$75.00		0.00			
N 12	KSHB	08/06/12	08/06/12	M-F 430-5p Action News @ 430PM	CM	430-5p	M-----	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----		1				\$475.00		0.00			
N 13	KSHB	08/06/12	08/06/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	M-----	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----		1				\$750.00		0.00			
N 14	KSHB	08/06/12	08/06/12	Oly Zone Oly Zone	CM	630-7pm	M-----	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00



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Contract / Revision **304165** Flight Dates **07/31/12-08/07/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 08/03/12

Order Sep 00:30:00

Advertiser **Brunner / Republican / Sen** Product **John Brunner for Senate** Estimate # **159-Brunner week 7-31**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 14	KSHB	08/06/12	08/06/12	Oly Zone Oly Zone	CM	630-7pm	M-----	:30	1	\$1,300.00	P-1	0.00 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	M-----		1			\$1,300.00		0.00			
N 15	KSHB	08/04/12	08/06/12	Oly Prime M-Su Olympic Prime	CM	Various	-----	:30	0	\$6,000.00	P-1	0.00 NM	4	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	-----SS		2			\$6,000.00		0.00			
	Week:	08/06/12	08/12/12	M-----		2			\$6,000.00		0.00			
N 16	KSHB	08/04/12	08/06/12	M-Su Late News OLY M-Su Late News	CM	11-11:35p	M---SS	:30	1	\$1,700.00	P-1	0.00 NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	-----SS		1			\$1,700.00		0.00			
	Week:	08/06/12	08/12/12	M-----		1			\$1,700.00		0.00			
N 17	KSHB	08/06/12	08/07/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MT-----	:30	2	\$150.00	P-2	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	MT-----		2			\$150.00		0.00			
N 18	KSHB	08/06/12	08/07/12	OLY M-F 6a-9a Olympic Weekday Morning	CM	6a-9a	MT-----	:30	4	\$750.00	P-1	0.00 NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	MT-----		4			\$750.00		0.00			
N 19	KSHB	08/06/12	08/06/12	Oly Daytime Oly Daytime M-F	CM	Oly M-F Daytime	M-----	:30	2	\$550.00	FX	0.00 NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	M-----		2			\$550.00		0.00			
N 20	KSHB	08/04/12	08/05/12	Oly Sa-Su Wknd DY Olympic Wknd Daytime	CM	5a-5p (5:00 AM-5:00 PM)	-----SS	:30	5	\$1,600.00	FX	0.00 NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	-----SS		5			\$1,600.00		0.00			
Totals													57	\$60,925.00